

Message Text

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TO SECSTATE WASHDC 5605
INFO AMEMBASSY TEHRAN

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TAGS: BEXP, AG
SUBJECT: PROPOSED GULF AND WESTERN INDUSTRIES IOGA TRADE MISSION

REF: STATE 297293

1. EMBASSY DOES NOT RPT NOT BELIEVE ALGERIA OFFERS GOOD TARGET FOR MISSION SUCH AS THAT PROPOSED REFTEL. WITHIN ALGERIA'S SOCIALIST ECONOMY ALL MAJOR PURCHASES AND PROJECTS ARE HANDLED BY SMALL NUMBER OF STATE CORPORATIONS OR TRADING MONOPOLIES, AND NEARLY ALL MAJOR PURCHASES ARE DONE THROUGH PUBLIC TENDER. AS A GENERAL RULE THE LIMITED NUMBER OF PERSONS WHO MIGHT BE INTERESTED IN A GIVEN PRODUCT ARE NOT INTERESTED IN PARTICIPATING IN OFFICIAL TRADE MISSION FORMAT. THEY OFTEN ARE INTERESTED IN TALKING WITH INDIVIDUAL FIRMS WHICH HAVE SOMETHING TO OFFER, BUT THEY PREFER TO DEAL DIRECTLY WITH THOS FIRMS RATHER THAN THROUGH AN INTERMEDIARY, WHICH IS HOW THEY VIEW THE US GOVERNMENT. WITH THE ABOVE GENERAL OBSERVATION, FOLLOWING PARAGRAPHS CONTAIN SPECIFIC COMMENTS REGARDING PRODUCT LINES MENTIONED REFTEL.

2. GENERAL INDUSTRIAL GROUP. EMBASSY BELIEVES THERE IS MARKET IN ALGERIA FOR PRIMARY METALS EQUIPMENT, METALWORKING PRESSES, CANMAKING EQUIPMENT AND, PERHAPS, IRON AND STEEL CASTINGS, BUT WE BELIEVE TRADE MISSION IS NOT RPT NOT APPROPRIATE VEHICLE FOR REASONS GIVEN ABOVE. THERE IS VERY LITTLE, IF ANY, MARKET FOR AUTOMATIVE PARTS AND COMPONENTS AND MOLDED AND DECORATED PLASTICS.

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3. ENERGY PRODUCTS GROUP. ALGERIA IS A MAJOR MARKET FOR ALL

ITEMS IN THIS GROUP. SO MUCH SO, IN FACT, THAT WE QUITE SURE WE WOULD RECEIVE COLD SHOULDER IF WE WERE TO PROPOSE TRADE MISSION TO SONATRACH OR LONELGAZ, THE TWO STATE CORPORATIONS INVOLVED. THEY ALREADY HAVE FULL RANGE OF COMMERCIAL CONTACTS, INCLUDING SEVERAL AMERICAN FIRMS, AND NEITHER NEED NOR WANT OUR INTERVENTION. EMBASSY BELIEVES THEY WOULD BE WILLING TALK TO G & W COMPANIES ON INDIVIDUAL BASIS, HOWEVER.

4. BOHN GROUP. EMBASSY BELIEVES THERE VERY LITTLE, IF ANY, MARKET FOR FIRST SIX ITEMS LISTED FOR THIS GROUP. THERE POSSIBILITY SOMETHING COULD BE DONE WITH DOMESTIC APPLIANCES AND BUSINESS MACHINES AND ALUMINUM CONSTRUCTION AND BUILDING PRODUCTS.

5. SYSTEMS GROUP. MARKET FOR AUTHOMOTIVE AND AVIATION PRODUCTS PROBABLY NOT SUFFICIENT TO BE INTERESTING. SAME ALSO APPLIES TO PUBLIC SAFETY SYSTEMS AND CONSUMER GOODS OF TYPES MENTIONED REFTEL. THERE POSSIBILITY FOR MACHINE TOOLS AND ELECTRICAL/ELECTRONIC PRODUCTS, THOUGH MARKET ALREADY HEAVILY LOADED WITH SUPPLIERS.

6 IN SUMMARY, PERHAPS FOUR (DOMESTIC APPLIANCES AND BUSINESS MACHINES; ALUMINUM CONSTRUCTION AND BUILDING PRODUCTS; MACHINE TOOLS, AND ELECTRICAL/ELECTRONIC PRODUCT) OF ALL PRODUCTS LISTED REFTEL MIGHT HAVE A CHANCE IN TM FORMAT; THEREFORE, EMBASSY CONCLUDES THAT ALGERIA SHOULD NOT RPT NOT BE PLACED HIGH ON LIST OF POSSIBLE MISSION STOPS.

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